

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 12, 1997

RJR Account #194040

Ms. R. Fairbanks

FINKLE DIST., INC.

SALEM TEAR TAPE PROMOTION #701497: SEPTEMBER AND OCTOBER 1997

Dear Ruth:

SALEM .30¢ tear tape product has been ordered, as well as 80 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; September and October. Utilize the same Customer List for each drive period. New Displays will not be shipped with the October drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

<u>SKU CUBE:</u>	0.4890
<u>SKU WT (w/o Product):</u>	1.4480 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$168.00 (12 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR OCTOBER DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162303

Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SALTAPE.DOC

51845 8581

SEPTEMBER DELIVERY
SALEM TEAR TAPE
FINKLE DIST., INC.

September Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

DISPLAY LOAD (4 CARTONS):

1 CARTON EACH:

SALEM FULL FLAVOR

SALEM LIGHT

SALEM FULL FLAVOR 100

SALEM LIGHT 100

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR OCTOBER DRIVE PERIOD
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>6</u>
12300-24196	Light	<u>6</u>
12300-24195	Full Flavor 100	<u>6</u>
12300-24197	Light 100	<u>6</u>

Product / Premium Arrival: September 2, 1997
Ship Date to Retail: Week of: September 8, 1997

EFT \$ Amount: \$8,587.72
Non-EFT \$ Amount: \$N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO
RETAILERS AT STORE LEVEL.

SEPTEMBER DELIVERY

51845 8582

OCTOBER DELIVERY
SALEM TEAR TAPE
FINKLE DIST., INC.

October Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: UTILIZE THE SEPTEMBER CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 4-CARTON DISPLAY WHICH WAS SHIPPED WITH SEPTEMBER DRIVE PERIOD.

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>6</u>
12300-24196	Light	<u>6</u>
12300-24195	Full Flavor 100	<u>6</u>
12300-24197	Light 100	<u>6</u>

Product Arrival: October 6, 1997

(No Displays will be shipped)

Ship Date to Retail: Week of: October 13, 1997

EFT \$ Amount: \$8,587.72

Non-EFT \$ Amount: \$N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

OCTOBER DELIVERY

51845 8583

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS														
SR	TERR	ACCT	ACCOUNT NAME	ADDRESS	CITY	ST	VAP	VAP WH	VAP NAME	SUPPLIER	Salem			
											FF	FF 100	King	Lt
162202		673953	BILL'S CLEVELAND	276 STATE ROUTE 49	CLEVELAND	NY	194040	FINKLE DIST INC		0	1	1	1	1
162205		699104	POOJA ENTERPRISES	4223 MILTON AVE	SYRACUSE	NY	194040	FINKLE DIST INC	959460	2	2	2	2	2
162205		760381	POPPY'S PLACE	507 WESTCOTT ST	SYRACUSE	NY	194040	FINKLE DIST INC		0	1	1	1	1
162205		762043	KELLY MOBIL	631 S GEDDES ST	SYRACUSE	NY	194040	FINKLE DIST INC		0	2	2	2	2
162206		172167	B & K CONVENIENCE	4644 TABERG ROAD	TABERG	NY	194040	FINKLE DIST INC		0	2	2	2	2
162206		597204	DOLGEVILLE NEWS	6 SO MAIN ST	DOLGEVILLE	NY	194040	FINKLE DIST INC	959775	1	1	1	1	1
162206		748795	E SYR VILLAGE MART	307 W MANLIUS ST	EAST SYRACUSE	NY	194040	FINKLE DIST INC		0	5	5	5	5
162206		762157	SAKRAN & CESARIO INC	7595 KIRKVILLE RD	EAST SYRACUSE	NY	194040	FINKLE DIST INC	984171	1	1	1	1	1
162210		643758	GUJAR PETROLEUM	RT 209	ELLENVILLE	NY	194040	FINKLE DIST INC		0	8	8	8	8
162302		177013	CHESTER MARKET	RIVERSIDE DRIVE	CHESTERTOWN	NY	194040	FINKLE DIST INC	906164	3	3	3	3	3
162302		177114	THE CROSSROADS GROC	DIXON ROAD	CHESTERTOWN	NY	194040	FINKLE DIST INC		0	1	1	1	1
162302		320476	D & G HARDWARE	RT 9 MAIN ST 18	WARRENSBURG	NY	194040	FINKLE DIST INC		0	4	4	4	4
162302		362026	BAILEY DELI & BAKERY	43 CANADA ST	LAKE GEORGE	NY	194040	FINKLE DIST INC	986356	1	1	1	1	1
162302		710270	JOEY'S PLACE	112 CHAMPLAIN AVE	TICONDEROGA	NY	194040	FINKLE DIST INC		0	1	1	1	1
162302		737485	THE CORNER DELI	36 FEEDER DAM RD	S GLENS FALLS	NY	194040	FINKLE DIST INC		0	1	1	1	1
162302		737866	HUDSON MART	346 MAIN ST	HUDSON FALLS	NY	194040	FINKLE DIST INC		0	1	1	1	1
162302		766818	LUZERNE MARKET	MAIN STREET	LAKE LUZERNE	NY	194040	FINKLE DIST INC		0	3	3	3	3
162303		027186	SAS SINGH AUTO SERV	2470 ALBANY ST	SCHENECTADY	NY	194040	FINKLE DIST INC		0	4	4	4	4
162303		130267	REID HILL MOBIL	165 CHURCH ST	AMSTERDAM	NY	194040	FINKLE DIST INC		0	2	2	2	2
162303		130271	CLYDES STOP N SHOP	WASHINGTON ST & PEARL	JOHNSTOWN	NY	194040	FINKLE DIST INC		0	2	2	2	2
162303		176593	FULLERS CORNER STORE	RR 1 BOX 547	NORTHVILLE	NY	194040	FINKLE DIST INC		0	1	1	1	1
162303		177257	FRANKS MARKET	261 W FULTON ST	GLOVERSVILLE	NY	194040	FINKLE DIST INC		0	4	4	4	4
162303		240242	HOLMES & KUGLER	717 NOTT ST	SCHENECTADY	NY	194040	FINKLE DIST INC		0	6	6	6	6
162303		287798	PHILBROOKS MARKET	27 MAIN STREET	FULTONVILLE	NY	194040	FINKLE DIST INC		0	2	2	2	2
162303		472795	MINI KWIK	ROUTE 30	AMSTERDAM	NY	194040	FINKLE DIST INC		0	3	3	3	3
162303		505907	THE COUNTRY STORE	930 S SHORE RD	NORTHVILLE	NY	194040	FINKLE DIST INC		0	1	1	1	1
162303		558185	MINI KWIK	207 W FULTON ST	GLOVERSVILLE	NY	194040	FINKLE DIST INC		0	4	4	4	4
162303		577317	MARK COLONEY	D/B/A COLONEY SALES	NORTHVILLE	NY	194040	FINKLE DIST INC		0	2	2	2	2
162303		578453	OZBAY SERVICE CENTER	1605 BROADWAY	SCHENECTADY	NY	194040	FINKLE DIST INC		0	6	6	6	6
162303		579941	COUNTRY CUPBOARD	RT 5 SOUTH	PATTERSONVILLE	NY	194040	FINKLE DIST INC		0	1	1	1	1
162303		586076	TIMAR'S ENTERPRISES	437 SARATOGA RD	SCOTIA	NY	194040	FINKLE DIST INC		0	4	4	4	4
162303		589558	BUHRMASTER INC.	204 N PERRY ST	JOHNSTOWN	NY	194040	FINKLE DIST INC		0	1	1	1	1
162303		619887	BONFARE FN FD 51053	2009 BROADWAY	SCHENECTADY	NY	194040	FINKLE DIST INC		0	2	2	2	2
162303		626474	HOLMES & KUGLER	127 ERIE BLVD	SCHENECTADY	NY	194040	FINKLE DIST INC		0	8	8	8	8
162303		642209	ERICA'S	82 WEST EIGHT AVE	GLOVERSVILLE	NY	194040	FINKLE DIST INC		0	1	1	1	1
162303		642210	O'BRIEN VIDEO	60 1/2 ELMWOOD DR.	GLOVERSVILLE	NY	194040	FINKLE DIST INC		0	7	7	7	7
162303		669794	MARIANVILLE LAKESIDE	8865 MARIANVILLE ROAD	PATTERSONVILLE	NY	194040	FINKLE DIST INC		0	1	1	1	1

Retail Accounts with Vap Supplier for Salem Tear Tape Program (September / October)

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS													
SR	TERR	ACCT	ACCOUNT NAME	ADDRESS	CITY	ST	WHL SR	VAP WHLSR NAME	VAP SUPPLIER	Salem King	Salem FF 100	Salem King	Salem Lt 100
162303		693380	MARIANNE'S MINI MART	1008 STATE HIGHWAY 29A	GLOVERSVILLE	NY	194040	FINKLE DIST INC	0	1		1	1
162303		700524	JOHNSTOWN BEVERAGE	490 N PERRY ST	JOHNSTOWN	NY	194040	FINKLE DIST INC	0	2		2	2
162303		704359	CARMEN GETTY	3300 CARMEN RD	SCHENECTADY	NY	194040	FINKLE DIST INC	0	2		2	2
162303		745229	JEN'S CORNER DELI	500 N MARKET ST	JOHNSTOWN	NY	194040	FINKLE DIST INC	0	1		1	1
162303		757103	TWINS	SEC INC.	JOHNSTOWN	NY	194040	FINKLE DIST INC	0	1		1	1
162303		767617	TIFFANNY'S CNTRY MKT	8413 WESTERN TPKE	DELANSON	NY	194040	FINKLE DIST INC	0	1		1	1
162304		175519	BONFARE FN FD	2 SOUTH ST	BALLSTON SPA	NY	194040	FINKLE DIST INC	0	2		2	2
162304		176137	LISHAKILL MARKET	214 LISHAKILL RD	SCHENECTADY	NY	194040	FINKLE DIST INC	0	1		1	1
162304		176552	DICK & JERRY'S	ROUTE 29 & ROUTE 27	GALWAY	NY	194040	FINKLE DIST INC	0	1		1	1
162304		176553	VASELS STATION	ROUTE 29 RD 1	GALWAY	NY	194040	FINKLE DIST INC	0	2		2	2
162304		330697	TOPEDA, INC.	DBA WATSON'S GROCERY	COHOES	NY	194040	FINKLE DIST INC	0	5		5	5
162304		361644	WEVER MOBIL MART	219 GUIDEBOARD ROAD	HALFMOON	NY	194040	FINKLE DIST INC	916379	1		1	1
162304		410914	SCHAGHTICOKE CARWASH	MAIN STREET	SCHAGHTICOKE	NY	194040	FINKLE DIST INC	0	1		1	1
162304		450796	WILTON MOBIL MART	216 BALLARD RD	GANSEVOORT	NY	194040	FINKLE DIST INC	0	1		1	1
162304		484757	WEVER MOBIL MART	75 HUDSON AVENUE	STILLWATER	NY	194040	FINKLE DIST INC	0	1		1	1
162304		553883	BONFARE FN FD	GEYSER ROAD	BALLSTON SPA	NY	194040	FINKLE DIST INC	0	2		2	2
162304		624483	U.S. FOOD MART	118 GARNER STREET	COHOES	NY	194040	FINKLE DIST INC	0	2		2	2
162304		677775	GEMMETT RAINBOW	3775 LEWIS RD	BALLSTON SPA	NY	194040	FINKLE DIST INC	0	2		2	2
162304		689443	MALTA CORNER	MINI MART	BALLSTON SPA	NY	194040	FINKLE DIST INC	0	1		1	1
162304		701435	BONFARE CONVENIENT	RR 3	BALLSTON SPA	NY	194040	FINKLE DIST INC	0	1		1	1
162304		705684	NISKAYUNA MOBIL	1502 BALLTOWN RD	NISKAYUNA	NY	194040	FINKLE DIST INC	0	3		3	3
162304		744043	WEVER CAR WASH	ROUTE 29 & 40	GREENWICH	NY	194040	FINKLE DIST INC	0	2		2	2
162304		767857	POWERS BONFARE 51028	389 TROY SCHENECTADY	LATHAM	NY	194040	FINKLE DIST INC	0	2		2	2
162305		022576	SETTLER'S STORE	2185 HELDERBERGTRAIL	BERNE	NY	194040	FINKLE DIST INC	0	1		1	1
162305		176021	EMIL'S NEWS	99 WASHINGTON AVE	ALBANY	NY	194040	FINKLE DIST INC	0	1		1	1
162305		178371	CORNER STORE	PO BOX 6125	KINGSTON	NY	194040	FINKLE DIST INC	0	1		1	1
162305		241413	KETCHUM'S GENERAL	RT 143 PO BOX 212	WESTERLO	NY	194040	FINKLE DIST INC	0	2		2	2
162305		362019	LARK ST NEWS & GROC	252 LARK ST	ALBANY	NY	194040	FINKLE DIST INC	0	2		2	2
162305		511554	A&A EXTRA MART	190 2ND AVE	ALBANY	NY	194040	FINKLE DIST INC	949115	1		1	1
162305		660703	DELAWARE & ELM MOBIL	594 DELAWARE AVE	DELMAR	NY	194040	FINKLE DIST INC	0	2		2	2
162305		693697	GUJAR PETROLEUM	336 E CHESTER ST	KINGSTON	NY	194040	FINKLE DIST INC	0	2		2	2
162305		700333	QUAIL STREET NEWS	122 QUAIL ST	ALBANY	NY	194040	FINKLE DIST INC	0	2		2	2
162305		721873	AIS PETROLEUM	585 BROADWAY	KINGSTON	NY	194040	FINKLE DIST INC	0	4		4	4
162305		729858	COUNTRYSIDE MOBIL	MART	EAST BERNE	NY	194040	FINKLE DIST INC	0	2		2	2
162306		580521	GREENBUSH TAPE&LABEL	DBA JIFF E MART	AVERILL PARK	NY	194040	FINKLE DIST INC	931667	3		3	3
162306		685842	CORNER STORE	RT. 209 & LEGGETT	STONE RIDGE	NY	194040	FINKLE DIST INC	0	3		3	3
162306		705374	M&S MART, INC.	6337 RT. 209 & 42ND STREET	KERHONKSON	NY	194040	FINKLE DIST INC	0	5		5	5

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SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS													
SR	TERR	ACCT	ACCOUNT NAME	ADDRESS	CITY	ST	WHL	SR	VAP	WHL	SR	VAP	SUPPLIER
162306		706812	CPF SUNOCO CHATHAM	52 HUDSON AVE	CHATHAM	NY	194040	FINKLE DIST INC	0	2	2	2	2
162306		728378	US MOBIL MART	295 COLUMBIA TPKE	RENSSELAER	NY	194040	FINKLE DIST INC	0	1	1	1	1
162306		767452	BONFARE FN FD 51031	908 RIVER ST	TROY	NY	194040	FINKLE DIST INC	1031	2	2	2	2
162308		444732	MALWA CORPORATION	266 STATE ROUTE 55	LAGRANGEVILLE	NY	194040	FINKLE DIST INC	943266	2	2	2	2
162308		701398	GARCHA PETROLEUM CO	127 W MAIN ST	WAPPINGERS FLS	NY	194040	FINKLE DIST INC	0	2	2	2	2
162308		740272	COBBLE POND FARMS	ROUTE 82	STANFORDVILLE	NY	194040	FINKLE DIST INC	0	2	2	2	2
194040 Total										180	180	180	180



To All RJR Retail Partners

RETAILER IDENTIFIER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR SEPTEMBER AND OCTOBER 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF / PACK AND \$3.00 OFF / CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE \$3.00 PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF YOUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

(RJR 11-97)

51845 8587

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

09/22/97

ACCOUNT NUMBER: 194040	FINKLE DIST INC
VOUCHER NUMBER: 15370910	ROUTE 30
DATE WRITTEN: 09/22/97	MAYFIELD , NY 12117
STATUS: PAID	
AMOUNT PAID: 168.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	12.00	168.00

EXPLANATION: SALEM TEAR TAPE #701497: SEPTEMBER/OCTOBER/SR 162303

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